

Claims

WHAT IS CLAIMED IS:

1. A method of providing an advertisement for a store to a prospective customer comprising the steps of:

compiling an advertisement;

formatting the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer, the personal device having a radio receiver enabled to receive the transmission protocol signal; and

transmitting the radio signal from the store.

2. The method of claim 1, wherein the step of transmitting the radio signal from the store includes transmitting the radio signal from the store to within a perimeter of the store.

3. The method of claim 2, wherein the step of transmitting the radio signal from the store to within a perimeter of the store includes transmitting the radio signal from the store to within a perimeter that is outside of the store.

4. The method of claim 2, wherein the step of transmitting the radio signal from the store to within a perimeter of the store includes transmitting the radio signal from the store to within a perimeter that is outside of the store.

5. The method of claim 1, wherein the step of formatting utilizes Bluetooth™ radio transmission protocol, and the radio receiver of the personal device is Bluetooth™ enabled.
6. The method of claim 5, wherein the step of formatting includes the step of providing an interactive component to the radio signal.
7. An apparatus for providing an advertisement to a prospective customer comprising:
- a storage device operative to store an advertisement;
 - a transmitter in communication with the storage device and operative to receive the advertisement from the storage device, the transmitter further operative to format the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer having a radio receiver enabled to receive the transmission protocol signal; and
 - an antenna in communication with the transmitter and operative to transmit the radio signal from the store.
8. The apparatus of claim 7, wherein the transmitter and antenna are operative to transmit the radio signal from the store to within a perimeter of the store.

9. The apparatus of claim 8, wherein the perimeter of the store comprises a limited distance outside of the store.
10. The apparatus of claim 8, wherein the perimeter of the store comprises a distance inside of the store.
11. The apparatus of claim 8, wherein the transmitter is operative to format the advertisement into a radio signal having Bluetooth™ radio transmission protocol.
12. The apparatus of claim 11, wherein the transmitter is operative to provide an interactive component to the radio signal.

13. A system for store advertising comprising:

a storage device operative to store a store advertisement;

a transmitter located at the store and in communication with the storage device and operative to receive the advertisement from the storage device, the transmitter further operative to format the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer having a radio receiver enabled to receive the transmission protocol signal;

a receiver located at the store and operative to receive an incoming radio signal of the radio transmission protocol from the personal device of the prospective customer; and

an antenna located at the store and in communication with the transmitter and the receiver, the antenna operative to transmit the radio signal from the store and receive the incoming radio signal from the personal device.

14. The system of claim 13, wherein the transmitter and antenna are operative to transmit the radio signal from the store to within a perimeter of the store.

15. The system of claim 14, wherein the perimeter of the store comprises a limited distance outside of the store.

16. The system of claim 14, wherein the perimeter of the store comprises a distance inside of the store.

18. The system of claim 13, wherein the transmitter is operative to provide an interactive component to the radio signal.